Philips
professional flat TV

37"
LCD HD Ready

37HF7444

System Prepared Flat TV

with the latest high definition LCD display

The TV set that upgrades every hotel room. Fully featured for hospitallity applications. Combined with the optional SmartCard XPress unit this TV is fully prepared for interactive services and in-room entertainment.

Best total cost of ownership
- Wireless SmartLoader for fast cloning
- External loudspeaker connector
- Front/Side controls locking
- Battery Low Detection for Remote Control
- ESP™ (Energy Savings Programmability)

System ready and future proof
- SmartCard Xpress Box compatible for interactive systems
- Serial Xpress™ Control interface

Maximum guest comfort
- Volume limitation
- Welcome message on screen display

Great viewing experience and guest comfort
- HD Ready for the highest quality display of HD signals

PHILIPS
sense and simplicity

Professional flat TV
37" LCD HD Ready

37HF7444/10

Specifications

Picture/Display
- Diagonal screen size: 37 inch / 94 cm
- Aspect ratio: 16:9, Widescreen
- Display screen type: LCD WXGA Active Matrix TFT
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m²
- Contrast ratio (typical): 1200:1 (dynamic)
- Response time (typical): 8 ms
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Contrast Plus, Digital Crystal Clear, Digital Noise Reduction, Jagged Line Suppression, Progressive Scan, Sharpness Adjustment
- Screen enhancement: Anti-Reflection coated screen
- Viewing angle (H / V): 178 / 178 degree

Supported Display Resolution
- Video Formats

Resolution	Refresh rate
640 x 480p	2Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz

Tuner/Reception/Transmission
- Aerial Input: 75 ohm coaxial (IEC75)
- Number of Preset Channels: 125
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- Tuner Display: PLL
- TV system: PAL, PAL I, PAL B/G, PAL D/K, SECAM, SECAM B/G, SECAM D/K, SECAM L/L'
- Video Playback: NTSC, PAL, SECAM

Sound
- Output power (RMS): 2 x 15W
- Sound System: Nicam Stereo, Virtual Dolby Surround
- Sound Enhancement: Auto Volume Leveller, Dynamic Bass Enhancement

Loudspeakers
- Built-in speakers: 2

Connectivity
- Connectivity Enhancements: RJ12 connector, RJ45 connector, External Loudspeaker connector, HM-Link, Extra Power supply 12V/1W, SmartCard Xpress box ready
- Number of Scarts: 2
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, S-video in
- AV 3: YPbPr
- AV 4: HDMI
- AV 5: HDMI
- Front / Side connections: Audio in, S-video in
- Other connections: Antenna IEC75

Convenience
- Comfort: Hotel Guest features, Sleep timer
- Ease of Installation: Advanced Hotel Mode, Fine Tuning, PLL Digital Tuning, Program Name, Wireless Smart Loading
- Ease of Use: Auto Volume Leveller (AVL), Side Control, Smart Picture, Smart Sound
- Picture in Picture: Picture in graphics
- Remote Control: TV
- Remote control type: RC2886
- Screen Format Adjustments: 7 Widescreen Modes, Auto Format
- Teletext: 10 page Smart Text
- Teletext enhancements: Fast text
- OSD Languages: English, French, German
- VESA Mount: 800 x 400 mm
- Other convenience: Kensington lock

Power
- Mains power: 110 - 240V, 50/60Hz
- Power consumption: 180W Normal operation W
- Ambient temperature: 5 °C to 40 °C

Dimensions
- Color cabinet: Bicolour Black & Silver Frost
- Set dimensions (W x H x D): 1100 x 609 x 97 mm
- Product weight: 25.1 kg
- Box dimensions (W x H x D): 1167 x 821 x 330 mm
- Weight incl. Packaging: 31.5 kg

Accessories
- Included Accessories: Batteries for remote control, Power cord, Remote Control, User Manual, Wall mounting bracket
- Optional accessories: Set up Remote RC2573GR, Wireless SmartLoader 22AV1120

Product highlights

Wireless SmartLoader
Provides the ability to copy easy and wireless all programmming settings from one TV set into other TV sets in less then a minute. The feature ensures uniformity between TV sets and significantly reduces installation time and costs.

External loudspeaker connector
Amplified audio connector for easy installation of external speakers (like for bathrooms), eliminating the need for investments in external equipment

Front/Side controls locking
By selecting in the set up menu the option to lock or unlock access to the front and side controls of the TV, unauthorized acces to the TV menu is prevented saving the hotelier time and effort of re-installing.

Battery Low Detection
This feature informs of the need to replace the remote control batteries preventing nuisance calls and unneccessary replacement of batteries.

ESP™
Feature can be selected in the set-up menu. The TV can be switched off automatically after a specified period of use saving energy and provide extended product life time. The selectable range is from 0 to 99 hours.

SmartCard Xpress Box
The optional SmartCard Xpress Box can be mounted at the rear side of the TV set and allows third party decoders and application cards to interface with the TV adding new functionality to the TV. The TV can also be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Control Interface (supporting UART and RS232 protocols) and the SmartPlug Control interface.

Serial Xpress™ Control
The Serial Xpress™ Control interface is compatible with all major premium entertainment services. The protocols enables the TV connection with external decoders, set-top boxes and PC based solutions. Support UART and RS232 protocols.

Volume limitation
This feature predefines the volume range with which the TV set is allowed to operate, preventing excessive volume adjustments and avoiding disturbance of next door guests.

Welcome message
A welcome greeting is displayed each time the TV set is switched on.

HD Ready
Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

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